



Organic Dairy Retail Overview

Agricultural Marketing Service
Dairy Market News

Report 4

January 26, 2024

MMN Slug ID 1593 / Slug Name: MD_DA901

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In the week 4 retail dairy survey, the number of organic ads increased by 37 percent, after declining in week 3. The most advertised organic dairy category is milk in this week's survey, despite a decline in ad numbers. Organic cheese and yogurt were the second and third most advertised commodities found in this week's survey. Organic cottage cheese and sour cream appeared in this week's survey, after not appearing in week 3. Meanwhile, total ads declined for two dairy commodities this week. One of these, organic ice cream, appeared in last week's survey, but was not present in any surveyed ads this week.

Organic milk ad numbers declined by 1 percent this week. Ads for organic gallons of milk increased by 6 percent, while ads for organic half gallons declined by 6 percent. Despite a decline in the total number of ads, organic half gallon milk remained the most advertised organic item in the survey this week. The weighted average advertised price for organic half gallon milk this week was \$4.09, down 26 cents from last week. Conventional half gallon milk had a weighted average advertised price of \$2.21. The organic premium for milk in half gallon containers was \$1.88 this week.

Nearly one third of the organic dairy ads found in this week's survey were for cheese, as the number of ads increased by 270 percent this week. Packages of 6-8-ounce sliced cheese were the most advertised organic cheese item this week, after not appearing in the Week 3 survey. Ads for organic 6-8-ounce shred style cheese increased by 15 percent this week, while organic 6-8-ounce block cheese ads grew by 5995 percent. Following the large increase in ad numbers this week, the weighted average advertised price for 6-8-ounce organic block cheese declined by 62 cents to \$2.37. Conventional 6-8-ounce block cheese had a weighted average of \$2.29, creating an organic premium of 8 cents.

Organic yogurt ad numbers declined by 38 percent. Organic regular yogurt in 32-ounce containers remained the most advertised in the organic yogurt category, while ad numbers declined by 37 percent. The weighted average advertised price for this item was \$4.38, up 60 cents from the prior week. Conventional regular yogurt in 32-ounce containers had a weighted average advertised price of \$2.65. The organic premium for regular yogurt in 32-ounce containers in week 4 was \$1.73.

Product pricing information for surveyed organic retail dairy commodities from the current weekly survey is presented in the following table:

NATIONAL RETAIL ORGANIC DAIRY WEIGHTED AVERAGE ADVERTISED PRICES

COMMODITY	This Week	Last Week	Last Year
Cheese			
6-8 oz. block	\$2.37	\$2.97	n.a.
6-8 oz. shred	\$2.98	\$2.63	n.a.
6-8 oz. sliced	\$2.42	n.a.	n.a.
Cream Cheese			
8 oz	\$3.31	\$3.85	\$4.99
Ice Cream			
48-64 oz.	n.a.	\$7.99	n.a.
Milk			
Half Gal	\$4.09	\$4.35	\$3.97
Gallon	\$7.60	\$7.15	\$5.99
Sour Cream			
16 oz.	\$3.99	n.a.	n.a.



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Yogurt			
4-6 oz. Yogurt	\$1.38	\$1.41	n.a.
32 oz. Greek	\$6.49	\$5.10	\$3.86
32 oz. Yogurt	\$4.38	\$3.78	n.a.

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